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**FOR IMMEDIATE RELEASE**

## **The Lift Named Colorado Transit Resort Agency of the Year**

Winter Park, CO – The Colorado Association of Transit Agencies (CASTA) recently named the Lift, Winter Park’s transit system, the Colorado Transit Resort Agency of the Year. This award recognizes the best practices implemented by a transit agency that serves communities higher than 6,600 feet in altitude and provides transit for tourist destinations.

The award was announced during the 2017 CASTA/CDOT Fall Transit Conference and EXPO, an annual conference that took place in Telluride this year. Michael Koch, Winter Park Transit Manager, attended the event and accepted the award on behalf of the Town. Past winners of the Resort Agency of the Year award have included the City of Aspen (2016) and Breckenridge Free Ride (2015).

Winter Park Mayor Jimmy Lahrman commented, “We’re extremely honored and excited to receive this award. The Town’s Transit Department has worked hard to build the service to be inclusive and easy-to-use, and it’s great to see that hard work pay off.”

CASTA collects nominations for a variety of awards each year, and Jane Hickey, a CDOT Regional Grant Coordinator for Northwest Colorado, nominated the Lift. In her nomination, Hickey mentions that the service “can serve as a model for the ‘how to’ create and expedite a successful transit operation”. She also comments that she was impressed with how much was accomplished in a year timeframe by the Town of Winter Park.

The Lift began service in November 2015 and has been providing free rides in the Winter Park community ever since. The Lift hit its one-millionth rider this past summer.

### **About CASTA**

Founded in 1985, the Colorado Association of Transit Agencies (CASTA) represents transit interests and provides professional development to the transit community. Membership includes Colorado transit providers, transit-related businesses and governmental entities. Learn more about the organization at [www.coloradotransit.com](http://www.coloradotransit.com).

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Photo of Michael Koch accepting award at CASTA/CDOT Fall Transit Conference / photo credit to Jeffery Prillwitz of CDOT